

B.E DEGREE EXAMINATIONS: APRIL/MAY 2014

(Regulation 2009)

Seventh Semester

GSS104: PRINCIPLES OF MANAGEMENT AND TOTAL QUALITY MANAGEMENT

(Common CSE/ECE/EIE)

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Organization structure purely refers to
 - a) How activities are coordinated and controlled
 - b) How resources are allocated
 - c) The location of department and office system
 - d) The policy statement developed by the firm
2. According to Herzberg, Which of the following is a maintenance factor?
 - a) salary
 - b) Work itself
 - c) responsibility
 - d) recognition
3. The concept of power refers to
 - a) Defined authority and responsibility
 - b) A relative hierarchical position in an organization
 - c) The ability to influence the behavior of others
 - d) The specialized knowledge possessed by an individual
4. Communication begins with
 - a) Encoding
 - b) Idea generation
 - c) decoding
 - d) Channel selection
5. A leader is one permits his followers to do whatever they want to is known as
 - a) Autocratic
 - b) democratic
 - c) Laissez faire
 - d) paternalistic
6. A training in which actual work conditions are simulated in a class room is called as
 - a) Vestibule training
 - b) Role playing
 - c) Lecture methods
 - d) Programmed instructions
7. The specific concern of TQM, include a number of aspects which is not normally associated with TQM?
 - a) Covering all parts of the organisation
 - b) Inclusion of every person in an organisation

- c) Meeting the needs and expectations of customers
 - d) Primarily a worker rather than a management activity
8. TQM focus on
 - a) Employer ,employee
 - b) Employer ,customer
 - c) Employer, worker
 - d) Employees, manager
9. TQM & ISO both focuses on
 - a) management
 - b) customer
 - c) employees
 - d) government
10. Kaizen is a Japanese term means
 - a) Just-in-time
 - b) A fishbone diagram
 - c) Setting standards
 - d) Continuous improvement

PART B (10 x 2 = 20 Marks)

11. Define management?
12. What is meant by MBO?
13. What is meant by delegation of authority?
14. Differentiate on the job and off the job training?
15. Define Motivation?
16. What is meant by budgetary control?
17. Define quality.
18. How quality cost can be determined?
19. What is meant by QFD?
20. Write short notes on FMEA?

PART C (5 x 14 = 70 Marks)

21. a) Explain the contributions of FW Taylor on scientific management?

(OR)

- b) Discuss in detail the objectives, steps and the importance of MBO?

22. a) Discuss in detail the different basis of departmentation with suitable examples?

(OR)

- b) Explain in detail the different sources of recruitment and its importance?

23. a) Discuss in detail the different styles and theories of leadership?

(OR)

b) Explain in detail the barriers of communication and suggest overcoming it?

24. a) Explain the contribution of Deming on TQM to improve productivity?

(OR)

b) Discuss in detail ISO 9000-2008 and its importance on TQM?

25. a) Explain the following in detail a. Taguchi Quality Loss Function and 5S?

(OR)

b) Discuss in detail the seven tools of Quality and new seven management tool on TQM?
